FARAH MARTIN

*DATA ANALYST*

# CONTACT



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# EDUCATION

B.S.

Mathematics and

Economics University of Pittsburgh September 2010 - April 2014

Pittsburgh, PA

# SKILLS

SQL

Excel/ Google Sheets

A/B Testing & Experimentation

Tableau Python (Pandas, Scikit-learn)

Google Analytics Leadership Experience

# WORK EXPERIENCE

## Data Analyst

Fountain House

May 2018 - current / New York, NY

* Built out the data and reporting infrastructure from the ground up using Tableau and SQL to provide real-time insights

into the product, marketing funnels, and business KPIs

* Designed and implemented A/B experiments for products to improve the conversion rate by 19 basis points and reduce

churn by 12 basis points

* Implemented long-term pricing experiment that improved customer value by 25%
* Built operational reporting in Tableau to ﬁnd areas of improvement for contractors resulting in $250K in annual

incremental revenue

* Led a team of 2 full-time employees and 4 contractors

## Data Analyst

Wavely

August 2016 - May 2018 / New York, NY

* Partnered directly with the executive team as the ﬁrst data hire to formulate and report on KPIs across their web properties

that received 225M visitors annually using SQL and Google Sheets

* Built a logistic regression model to help the SEO team decide which keywords to target, resulting in a 15% lift in YoY site

visitors in 2018

* Collaborated with product managers to perform cohort analysis that identiﬁed an opportunity to reduce pricing by 22%

for a segment of users to boost yearly revenue by $730K

* Developed root cause reports to address problems with customer conversions, successfully revealing insights that

boosted conversions by 32%

## Product Modeling Analyst

Geico

August 2014 - August 2016 / Washington D.C.

* Developed and owned reporting for a nationwide retention program with Python, SQL, and Excel, saving ~90 hours of

monthly labor

* Identiﬁed procedural areas of improvement through customer data, using SQL to help improve the proﬁtability of a

nationwide retention program by 8%

* Applied models and data to understand and predict repair costs for vehicles on the market, and presented ﬁndings to

stakeholders